

2017

CALL FOR IDEAS



SEEKING IDEAS FOR TEMPORARY PUBLIC SPACE INSTALLATIONS AND/OR PUBLIC PROGRAMS

The San Francisco Planning Department's Groundplay program in coordination with San Francisco Public Works and the San Francisco MTA are requesting creative proposals to enhance and invigorate the public spaces in Lower Haight as part of the Lower Haight Public Realm Plan (LHPRP). The LHPRP is a community-initiated plan that aims to improve the functioning, aesthetics, safety and use of the public realm in Lower Haight. We are looking for exceptional and creative temporary concepts that will encourage interactivity, communication and inspiration within the Lower Haight neighborhood.

Eligible areas for temporary projects shall generally encompass the streets and public spaces surrounding Oak Street to the north, Divisadero Street to the west, Waller Street to the south and Buchanan Street to the east. It is intended to be a project within the Lower Haight neighborhood.

WHY IS THIS PART OF A PUBLIC REALM PLAN?

Tactical urbanism, or low-cost temporary changes to the built environment, has proven a robust tool for inspiring communities to participate in the design and construction of everyday public spaces. Since the LHPRP will consider how to strategically add new spaces and activities to help to enliven the Lower Haight's public realm, we can use temporary installations or public programming to try out new concepts. The public realm is generally the space outside of buildings which include streets, sidewalks, or any other publicly accessible space. We encourage all potential sponsors to visit <http://sf-planning.org/lower-haight-public-realm-plan>

HOW WILL IT WORK?

The selected project(s) will be notified by mid April. Project sponsors are responsible for conducting neighborhood outreach, managing the design and permit process, and stewarding or overseeing the idea. Sponsors assume liability and will ensure that if the project is an installation, it will be well maintained and kept in good repair. Planning will assist the applicant on project + permit coordination and interagency design review. Submissions will be accepted Tuesday, February 21 through COB Monday, April 3 via email to jessica.look@sfgov.org.

Funds cannot be used to remedy deferred maintenance, abate litter or graffiti, sidewalk, or street maintenance and shall be used solely for temporary projects or programming located within the public realm. Part of the budget could be used for daily stewardship and programs for the installations, but we encourage the project sponsor to leverage additional funding or volunteer sources for the project. [San Francisco Parks Alliance](#) will be the fiscal steward of the project and will administer contracts (for example designers/fabricators) and the purchase of materials.



ENTRY CRITERIA

The temporary installation/program must align with specific criteria to be considered for selection. Concepts must generate engagement, be accessible and inclusive of a diverse public, and be sustainable.

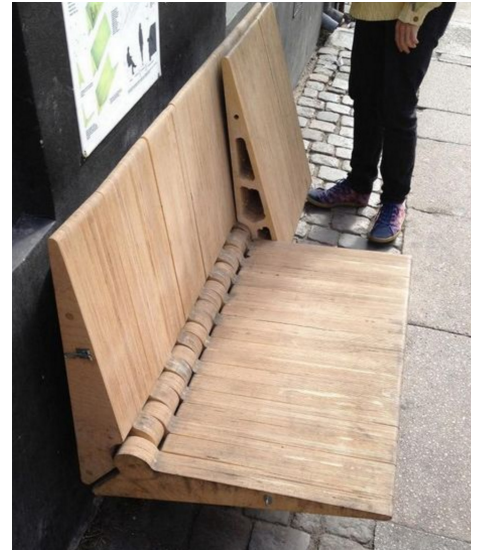
- Concept must directly address the community design core principles which were compiled during public outreach process for the ongoing Lower Haight Public Realm Plan. These principles include:
 - **Vibrant Public Realm:** The public realm should be dynamic, well maintained and multi-functional. It should support spaces for public life with active street facades and adequate pedestrian lighting.
 - **More Mobility:** Increase safety and comfort for pedestrians and bicyclists
 - **Innovative Streets:** Explore innovative streetscapes and build on the work of the City's Green Connections project.
 - **Green Spaces:** Street trees and sidewalk landscaping should be maximized when possible.
 - **Celebrate Identity:** Enhance the Lower Haight's character and support the commercial corridor as a contributing source as a neighborhood center
- Concept draws in and activates an audience.
- Concept creates a new experience for the Lower Haight community
- Concept is attractive and provocative.
- Concept is durable to withstand heavy use, street environment and weather conditions.
- Concept is sustainable over length of installation. The duration of the project will be determined at a later stage of the project, but generally between 1 to 12 months.
- Concept should have clear and consistent stewardship and maintenance plan.
- Partnerships between designers and community members are preferred and encouraged.
- Concept can be permitted through applicable City agencies.
- Has community support from surrounding neighbors.

SPECIFICATIONS FOR INSTALLATIONS

Along with the character of the concept, there are physical guidelines that must be accommodated including size, power usage and materials.

SIZE

- Must be compliant with the American Disabilities Act and receive approval from City Review.



POWER USAGE

- Any power needs will need to be secured and coordinated through the project sponsor.

MATERIALS

- Uses sustainable or reusable construction materials

FOR SAFETY REASONS THE FOLLOWING WILL NOT BE PERMITTED:

- No flame or fire
- Placement cannot obstruct and provide adequate clearances from
 - Bus and MTA zones
 - Fire hydrants
 - Emergency zones
 - Public utilities
 - Disabled persons and pedestrian through zones (min. 4')

RECEIVE APPROPRIATE CITY PERMITS

- This proposal will need to receive all required City permits, most likely through San Francisco Public Works or SFMTA. Depending on the proposal, there may be additional neighborhood notification, procedures, and cost requirements required. If applicable, please also coordinate any future installation with Muni Forward construction along Haight Street. For further information, please see reference section on last page or contact Jessica Look, Project Planner.

SELECTION PROCESS

A diverse jury of interagency City staff will review all received submissions. Ideas are selected based on their creativity, ability to meet the entry criteria, community support, technical feasibility and their potential to make Lower Haight's public space more interactive and engaging.

STIPEND

The total budget for the Lower Haight tactical project is \$45,000. Project sponsors can request smaller amounts given the scope of the project. When estimating the costs, please ensure it is enough to develop design, fabricate (if applicable), program, permit, maintain, install and de-install the project. All project funds must be under contract with all purchase orders and cost estimates set up with the SF Parks Alliance by June 30, 2017. There are no exceptions. Please allow time for city review and permitting and be open to modifications.

SUBMIT A PROJECT AT:

Please assemble the information in a complete package and submit via email to jessica.look@sfgov.org, by deadline posted above. Maximum file size is 20MB.

Entries must include the following components to be considered:

- Contact information (full name, email, phone number)
- Project Title
- Project Description
 - Please submit a brief summary explaining your project goals and vision for the project.
 - Describe how the project meets the entry criteria.

- Please also describe length and proposed schedule/key milestone of the project. Please be mindful of the durability if the project is an installation.
- Bio (for you and/or your team)
- Site Plan (if project is an installation):
 - Location of Installation
 - Locations of building entrances and curb cuts.
 - Locations of color curbs and parking areas/
 - Locations of any above-ground fixtures such as tree wells, poles, fire hydrants, trash bins and bike racks.
 - At-grade access points such as utility access panels, storm drains, manhole covers, valves and other elements
- Renderings/Sketches (if installation). Please submit a minimum of 1 sketch.
- Maintenance Plan (if installation)
 - A schedule of maintenance activities broken down into daily, weekly, bi-weekly, monthly, and quarterly tasks. This maintenance plan is also depended on how long the installation will be on display. Please identify funds for this if not coming from the grant.
- Projected Itemized Budget
- Neighborhood Outreach Plan
 - Please provide evidence of how the project involved the neighborhood in the development of the project. Please submit letters of consent (or support) from fronting property owner (s), and the owners and/or occupants on either side of the project. You are also strongly encouraged to inform nearby property owners, neighborhood organizations and nearby residents regarding your intention. Letters of support from those other entities make for a stronger proposal package.
 - Documentation about community meeting(s) held to discuss the proposal.
 - Plan for future engagement, such as community work days to involve local community members to participate in the design or installation of the project.
- Send all completed submissions via email to:
 - jessica.look@sfgov.org



CONTACT INFORMATION

Due dates, timeline, entry criteria and scope of project are all detailed above. If you have questions that are not answered, please reach out to Jessica Look, Planner/ Urban Designer via email - jessica.look@sfgov.org or via phone (415) 575-6812.

RESOURCES

- [San Francisco Pavement to Parks](#)
- [San Francisco Parklet Manual](#)
- [San Francisco Public Works Permits](#)
 - [Fee Schedule](#)
 - [List of Permits](#)
 - [Minor Encroachment Permit](#)
 - [Temporary Occupany Permit](#)
- [San Francisco Park Alliance - Fiscal Sponsorhip](#)
- [San Francisco MTA](#)